

ORDER

Orders
Order / Rev: 219408
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 11/06/12 - 11/06/12
Original Date / Rev: 11/05/12 / 11/05/12
Order Type: REG

Primary AE: WOOD Local House
Sales Office: L-GR
Sales Region: Loc

Agency
Name: Russo Marsh & Rogers
Buying Contact:
Billing Contact:
 770 L Street
 Sacramento, CA 95814

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: POL/Campaign to Defeat Obama Pac
Demographic: A25-54
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	3	\$4,600.00	\$4,600.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	3	\$4,600.00	\$4,600.00	0.00
Totals	3	\$4,600.00	\$4,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	11/06/12	11/06/12	M-F 11a-12p eightWest	CM	11a-12p	-T-----	1:00	2	\$800.00	P1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			2		\$800.00		0.00				
N 2	WOOD	11/06/12	11/06/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	1:00	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$3,000.00		0.00				
Totals													3	\$4,600.00	